

Attorney Docket No. 9400-211 (BS-01330)

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re: Swix et al.

Serial No.: 10/034,654

Filed: December 26, 2001

For: SYSTEM AND METHOD FOR INSERTING ADVERTISING CONTENT IN
BROADCAST PROGRAMMING

Confirmation No.: 1792

Examiner: Kieu Oanh T. Bui

Group Art Unit: 2611

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

REVOCATION OF POWER OF ATTORNEY
AND NEW POWER OF ATTORNEY BY ASSIGNEE

Sir:

Assignee hereby revokes all powers of attorney previously granted with respect to the
above-identified patent application, and appoints:

USPTO Customer No. 39072

Myers Bigel Sibley & Sajovec

Post Office Box 37428

Raleigh, North Carolina 27627

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as its attorney, with full power of substitution and revocation to transact all business in the Patent
and Trademark Office in connection therewith.

... Please direct all communications as follows:

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Assignee hereby elects under 37 C.F.R. § 3.71 to prosecute this patent application.



In re: Swix et al.
Serial No.: 10/034,654
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Page 2

The undersigned Assignee hereby certifies that it is the assignee of the entire right, title, and interest in the patent application identified above by virtue of a chain of title from the inventor of the patent application identified above to the current assignee as shown below:

1. From Scott R. Swix, Paul T. Watson, and James H. Gray to BellSouth Intellectual Property Corporation, which Assignment was recorded in the Patent and Trademark Office on March 5, 2002 at Reel 012667, Frame 0414.

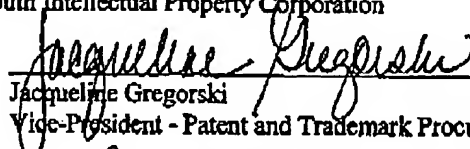
The document in the chain of title of the patent application identified above has been reviewed and, to the best of undersigned's knowledge and belief, title is in the assignee identified above.

The undersigned (whose title is supplied below) is empowered to sign this certificate on behalf of the Assignee.

I hereby declare that all statements made herein of my own knowledge are true, and that all statements made on information and belief are believed to be true; and further, that these statements are made with the knowledge that willful false statements, and the like so made, are punishable by fine or imprisonment, or both, under Section 1001, Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

BellSouth Intellectual Property Corporation

By:


Jacqueline Gregorski

Vice-President - Patent and Trademark Procurement

Date:

9-1-2005